

ORDER



Orders
Order / Rev: 35843
Alt Order #: 08801773
Product Desc: OCEQUERA/CON/DEM
Estimate: 1188
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 05/15/12 / 10/31/12
Order Type: GENERAL

KLAS

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact: Maura Gilroy
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ocegueda, John CD3
Demographic: A25-54
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$26,715.00	\$22,707.75
10/29/12	10/29/12	8	\$10,690.00	\$9,086.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$26,715.00	\$22,707.75	0.00
November 2012	8	\$10,690.00	\$9,086.50	0.00
Totals	33	\$37,405.00	\$31,794.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$37,405.00
Market	100%	\$124,683.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$31,170.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,234.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/29/12	10/29/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----			1			\$275.00		0.00			
E 3	8	10/29/12	10/29/12		CM	7-9a	M-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00

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 Estimate: 1188
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	8	10/27/12	10/27/12	Sat Prime Special KLAS Movie: Bobby Z	CM	8-10p	-----S-	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$2,000.00		0.00				
N36	8	10/24/12	10/24/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	--W----	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--W----		1			\$50.00		0.00				
N37	8	10/29/12	10/29/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		2			\$20.00		0.00				
N38	8	10/28/12	10/28/12	NFL Pre-Game Show NFL Pre-Game Show	CM	NFL Pre-Game Sh	-----S	:30	1	\$1,800.00	LV3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$1,800.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	8	10/22/12-10/28/12	NFL Reg Season Games		NFL Football Reg	---ThFSaSu	:30		\$1,800.00		0.00	NM		
N39	8	10/27/12	10/28/12	Sat 1135p-1235a Priv Pr Private Practice	CM	1135p-1235a	-----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$95.00		0.00				
N40	8	10/27/12	10/28/12	Sat 135-235a Cold Squad Cold Squad	CM	135-235am	-----S-	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$30.00		0.00				
Totals														33	\$37,405.00